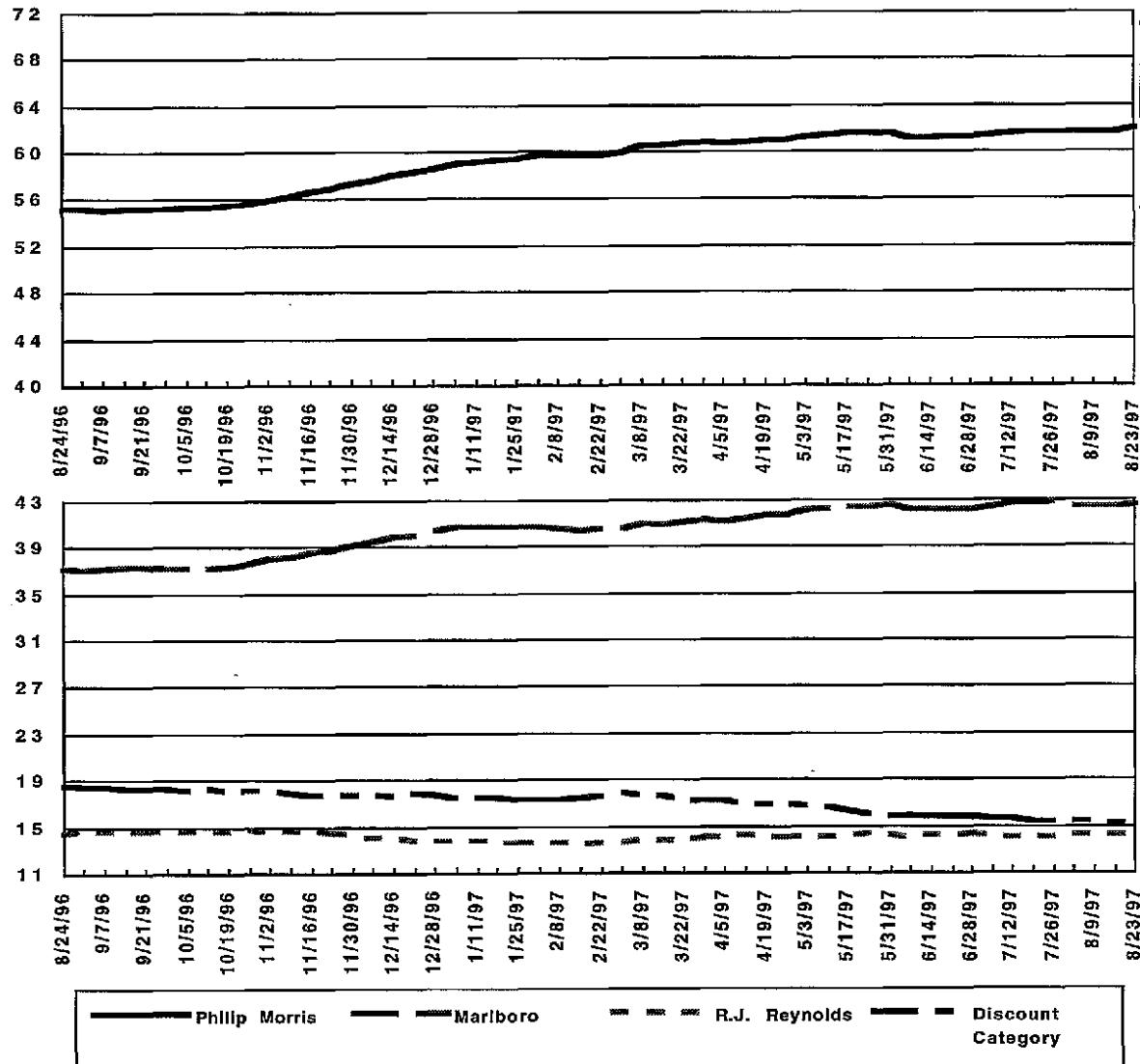


RALPH'S THROUGH W/E 8/23/97



| | 26 WK | 13 WK | FY '96 | YTD '97 | DIFF |
|----------------|--------|--------|--------|---------|--------|
| Philip Morris | 61.75 | 61.90 | 55.29 | 61.29 | 6.00 |
| Marlboro | 42.44 | 42.56 | 37.00 | 41.95 | 4.95 |
| OPB | 17.55 | 17.51 | 16.55 | 17.64 | 1.09 |
| Basic | 1.76 | 1.83 | 1.65 | 1.70 | 0.06 |
| R. J. Reynolds | 14.31 | 14.26 | 14.70 | 14.20 | -0.50 |
| Camel | 5.12 | 5.20 | 4.79 | 5.05 | 0.26 |
| Winston | 3.02 | 3.01 | 3.44 | 2.99 | -0.45 |
| Doral | 0.69 | 0.68 | 0.84 | 0.71 | -0.14 |
| B&W | 7.82 | 8.30 | 10.01 | 7.95 | -2.06 |
| GPC | 1.29 | 1.41 | 1.38 | 1.33 | -0.04 |
| Lorillard | 3.65 | 3.69 | 4.56 | 3.64 | -0.91 |
| Newport | 2.08 | 2.12 | 2.00 | 2.08 | 0.07 |
| Liggett Group | 12.48 | 11.85 | 15.45 | 12.91 | -2.54 |
| Premium | 84.37 | 84.84 | 81.17 | 83.92 | 2.75 |
| Private Label | 11.82 | 11.17 | 14.84 | 12.26 | -2.58 |
| Avg Ind CPW | 184.65 | 187.15 | 196.14 | 183.19 | -12.95 |
| Avg PM CPW | 114.03 | 115.86 | 108.44 | 112.29 | 3.84 |
| Avg Marl CPW | 78.37 | 79.65 | 72.57 | 76.85 | 4.28 |
| # of Stores | 253 | 253 | 252 | 253 | 1 |

Source: STARS Store Level Data

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